

**Kitsap County**  
**Quit Line Data Summary**  
April 1 - June 30, 2004

	<b>County</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 103</b>	<b>N = 2,932</b>
<b>Percent of Statewide Calls</b>	4.1%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	3.9%	100.0%
	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 101</b>	<b>N = 2,604</b>
Female	76.2%	62.4%
Male	23.8%	37.6%
<b>Race/Ethnicity</b>	<b>N = 86</b>	<b>N = 2,203</b>
People of Color	9.3%	12.2%
White	90.7%	87.8%
<b>Age</b>	<b>N = 96</b>	<b>N = 2,425</b>
Less than 18 years old	2.1%	1.8%
18 - 24 years old	17.7%	14.6%
25 - 34 years old	24.0%	22.7%
35 - 44 years old	24.0%	27.4%
45 years and older	32.3%	33.5%
<b>Education</b>	<b>N = 94</b>	<b>N = 2,312</b>
Did not graduate high school	16.0%	20.6%
High school graduate	42.6%	35.9%
Some college/vocational school	37.2%	33.6%
College graduate	4.3%	9.9%
<b>Caller Type</b>	<b>N = 102</b>	<b>N = 2,700</b>
General Information	4.9%	9.5%
Health care provider	3.9%	4.9%
Tobacco user	91.2%	85.6%
<b>Payer Type</b>	<b>N = 80</b>	<b>N = 1,873</b>
Insured	25.0%	31.1%
Uninsured	23.8%	30.3%
Medicaid	51.3%	38.6%
<b>Heard About</b>	<b>N = 87</b>	<b>N = 2,176</b>
Past caller	13.8%	15.2%
Employer/worksites	1.1%	0.9%
Health care provider	35.6%	31.3%
Television	11.5%	11.0%
Outdoor advertisement (billboard/bus/wall)	1.1%	1.8%
Targeted mailing	0.0%	0.3%
Great Start	0.0%	0.1%
Radio	2.3%	1.5%
Newspaper/Magazine	0.0%	0.4%
Brochure/Newsletter	10.3%	6.1%
Family or friend	19.5%	23.9%
Health Department	4.6%	6.3%
School	0.0%	1.3%

Source: Washington State Department of Health  
Tobacco Prevention and Control  
Assessment and Evaluation

<sup>1</sup> "Census 2000", August 2001 (OFM)

\* Rate not calculated because number of calls was less than 5.